

**Spokane County**  
Quit Line Data Summary  
October 1 - December 31, 2002

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 322</b>	<b>N = 3,753</b>
<b>Percent of Statewide Calls</b>	10.3%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	7.1%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 320</b>	<b>N = 3,291</b>
Female	62.8%	61.0%
Male	37.2%	39.0%
<b>Race/Ethnicity</b>	<b>N = 305</b>	<b>N = 2,816</b>
People of Color	9.8%	13.9%
White	90.2%	86.1%
<b>Age</b>	<b>N = 312</b>	<b>N = 2,956</b>
Less than 18 years old	2.2%	2.7%
18 - 24 years old	15.1%	14.4%
25 - 34 years old	22.4%	21.8%
35 - 44 years old	27.9%	25.9%
45 years and older	32.4%	35.1%
<b>Education</b>	<b>N = 305</b>	<b>N = 2,860</b>
Did not graduate high school	21.3%	18.4%
High school graduate	32.8%	33.3%
Some college/vocational school	34.1%	34.9%
College graduate	11.8%	13.5%
<b>Caller Type</b>	<b>N = 316</b>	<b>N = 3,367</b>
General Information	2.2%	11.2%
Health care provider	1.3%	2.9%
Tobacco user	96.5%	85.9%
<b>Payer Type</b>	<b>N = 229</b>	<b>N = 2,129</b>
Insured	34.9%	41.5%
Uninsured	27.5%	24.9%
Medicaid	37.6%	33.5%
<b>Heard About</b>	<b>N = 283</b>	<b>N = 2,888</b>
Past caller	21.6%	18.5%
Employer/worksite	1.4%	0.8%
Health care provider	15.5%	21.8%
Television	20.8%	18.4%
Outdoor advertisement (billboard/bus/wall)	7.8%	7.2%
Targeted mailing	0.0%	0.9%
Great Start	0.4%	0.1%
Radio	1.4%	2.2%
Newspaper/Magazine	1.8%	2.2%
Brochure/Newsletter	2.8%	6.2%
Family or friend	25.1%	17.9%
Health Department	1.1%	2.9%
School	0.4%	0.9%